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# Have You Been to Santa Cruz County

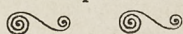
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At the Big Trees on the road to Santa Cruz

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Much to see in little time at little expense in  
California's Greatest County



FROM : SAN : FRANCISCO : ONE : REACHES  
SANTA : CRUZ : IN : THREE : HOURS : BY : TRAIN :  
FOUR : HOURS : BY : AUTOMOBILE : AND : SIX  
HOURS : BY : STEAMER.



Ask the man at the Santa Cruz County  
exhibit in California State Building.



Santa Cruz Sentinel Print



# SANTA CRUZ COUNTY

## C A L I F O R N I A

One very important question which will occur to the visitor to the Pacific Coast: "Where can I spend a few days in a side trip, where I can enjoy the greatest pleasure, and the greatest variety of scenic and educational wonders, at a reasonable expense"? Santa Cruz County, only 76 miles away, easily accessible by steamer, train or automobile, the smallest county in the State, yet most diversified in its various attractions, resources and industrial activities, is the answer to the question. Two and a half hours by rail, six hours by steamer, or four hours by automobile, will take you from the wonderland within the Exposition gates to the heart of the playground of California. Here the famous giant redwoods, the Sequoia Sempervirens, the oldest and largest trees in the world, rear their lofty branches over rippling streams and myriad rapids. The laurel, the fir, the crape myrtle, the alder and many other beautiful trees, combined with many springs and the beautiful San Lorenzo river, make the Santa Cruz mountains a natural wonderland.

The City of Santa Cruz, a city of 12,000 souls, with its famous beach, its great Casino, its new pier, its golf links and tennis courts, its first-class hotel accommodations, and nestling in a beautiful cove of Monterey Bay, is a city with much to interest and much to enjoy, and is, indeed, the spot where the tired transcontinental tourist can appreciate its restful wonders.

The visitor should bear in mind that all tickets reading between San Francisco and Los Angeles are good via the Big Trees, Santa Cruz and Watsonville, the two latter places being the largest towns in the county.

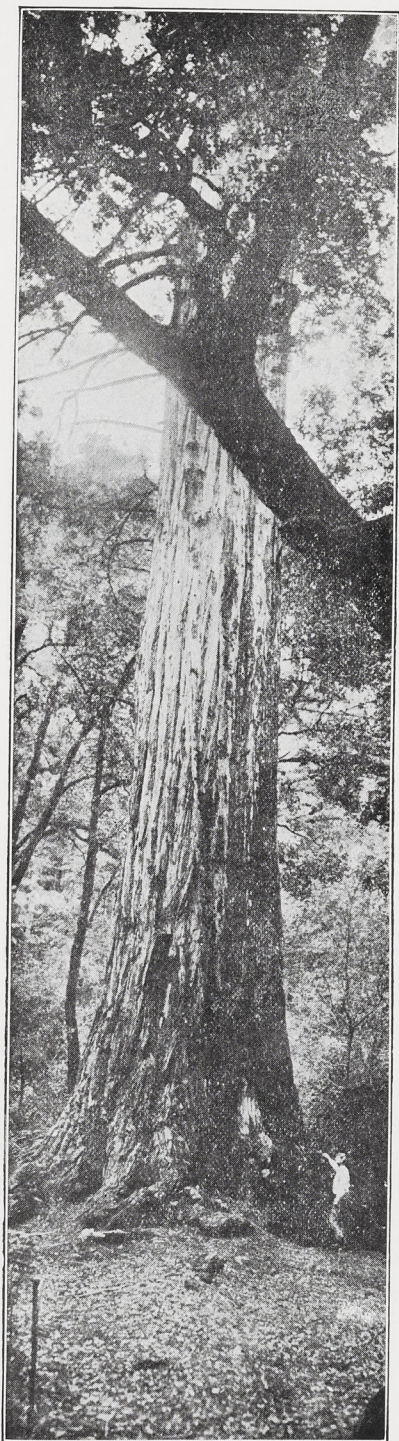
Watsonville is a thriving city of 6000 people, situated in the geographical center of the famous Pajaro Valley, from which are shipping yearly 5000 cars of ap-

ples, as well as hundreds of cars of strawberries and small fruits. Traveling into Santa cruz County by train, the traveler can choose between Watsonville and Santa Cruz as terminals, and from either place visit practically all the interesting points in the county in a day. The State Highway from San Francisco leads down through the Santa Clara Valley to Santa Cruz, or Watsonville, and laterals can be taken to the Big Basin in the State Redwood Park of 3800 acres of giant redwoods and dashing streams. Then on down the San Lorenzo river to the Big Tree grove, six miles from Santa Cruz, then on into the city by the sea.

Santa Cruz has an ever increasing popularity as a summer resort, which in no way interferes with its industrial and commercial activity. Its area of small fruits, berries and lemons, in which no other locality can excel, is being constantly augmented. The fishing industry, which now ships three million pounds annually, is being rapidly enlarged. The great cement plant, lumber mills, lime quarries, bitumen mines, tannery and fruit cannery, are scenes of constant activity. A new industry which is rapidly increasing and very successful, is the raising of flowers and bulbs out of doors, and during the spring and summer acres of bloom can be seen. One of the greatest assets of Santa Cruz County is its dependable, stimulating climate. It offers no complaints against either heat or cold or dry seasons. The rain never fails, the crops are always sure, the mountains are always green, and Neptune, with his fan of health, wafts gentle ocean breezes over the orchards and tree-covered hills; roses and carnations bloom every day in the year.

Both Santa Cruz and Watsonville maintain prosperous Chambers of Commerce, and reliable information can always be obtained from these sources.



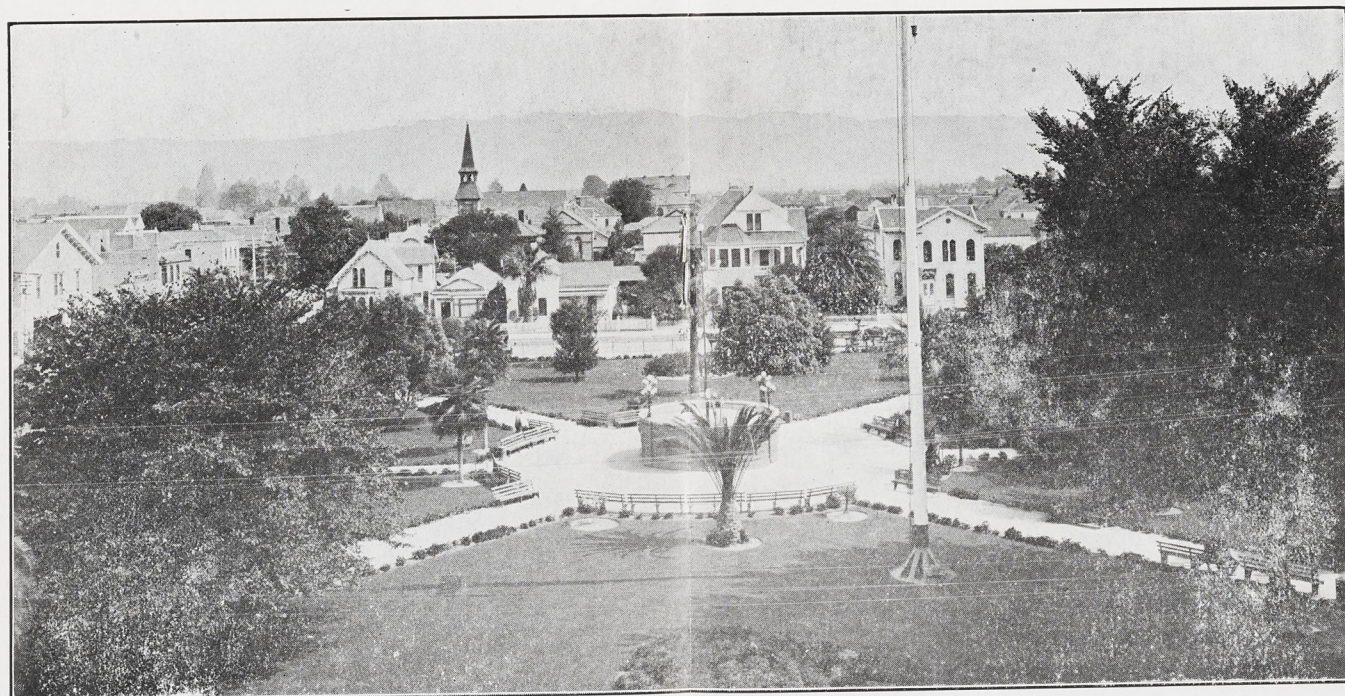


A GIANT OF THE SANTA CRUZ MOUNTAINS





THE CASINO AND BATHING BEACH AT SANTA CRUZ

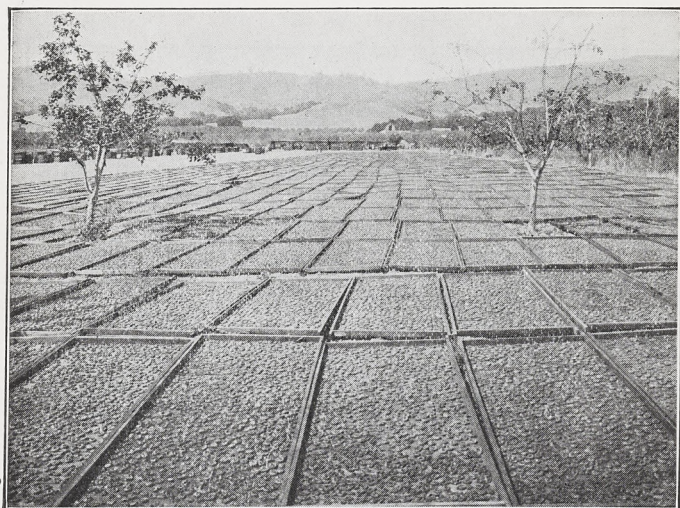


THE PUBLIC PARK IN THE CITY OF WATSONVILLE









DRYING APRICOTS IN PAJARO VALLEY

## **DISTANCES.**

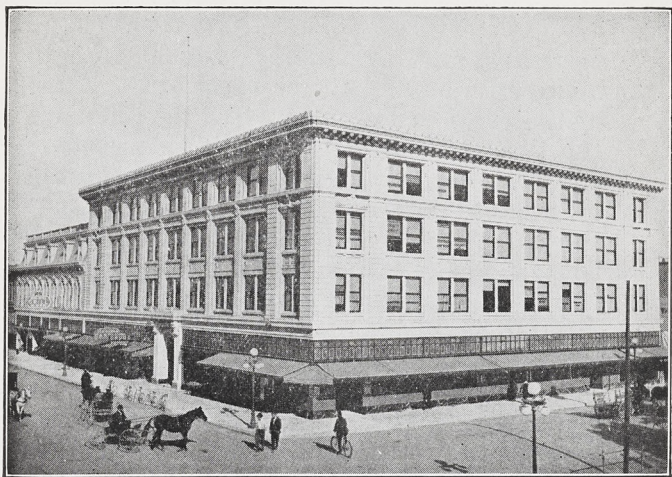
From the fair grounds to the City of Santa Cruz, 76 miles; from the fair grounds to the California Redwood Park, by rail or stage, or by private automobile for the full distance, 89 miles; from the California Redwood Park to Santa Cruz, 27 miles; from the Big Trees to Santa Cruz, 6 miles; from Watsonville to the California Redwood Park, 47 miles; from Watsonville to Santa Cruz, 20 miles; from the Exposition grounds to Santa Cruz, the main point of the county, by water, 69 miles.

## **THE BIG TREES.**

Half a dozen miles from Santa Cruz, on the San Lorenzo river, is one of the smaller groves of California's giant redwoods. In this grove can be seen specimens 300 feet high and 61 feet in girth. In the heart of the Santa Cruz mountains, 26 miles from Santa Cruz, and 80 miles from the Pacific coast metropolis, lies the California Redwood Park.

This park is administered by the State Board of Forestry, and is under the direct supervision of a warden, who devotes his whole time to duties in the park. First among these is looking





THE LETTUNICH OFFICE BUILDING IN WATSONVILLE

after the comfort of guests. At the Governor's Camp in the park is telephone, postoffice and supplies and conveniences of all kinds.

Several beautiful mountain streams flow through the park, tumbling in cascades over high, rocky ledges, or running smoothly over the sand and pebbles.

United States Senator Perkins has said: "I have traveled through the forests of Mariposa, and I have driven through the wonderful forests of southern Germany, but I have never yet seen the equal of California Redwood Park".

### **THE PAJARO VALLEY.**

The Pajaro Valley has a cultivated area of 50,000 acres of rich, sandy loam, naturally suitable to the cultivation of fruits and vegetables.

In variety of production and fertility of soil, this valley is unsurpassed on the Pacific Coast. In the center of this beautiful valley is Watsonville, a city of 6000 inhabitants, with modern office and school buildings, four large hotels, public library, many rooming and apartment houses, two daily papers, many fruit and packing houses, a cold storage plant, two canneries, ten evaporating plants, four banks, lumber yards,



churches, and everything which goes to make up a bustling, successful town. Some of the recent achievements of this city are the erection of a Masonic Temple costing \$50,000, the Appleton Theater, one of the most up-to-date in the State, and the Lettunich office building, costing \$190,000. One of the greatest sights of the year is a trip through the Pajaro Valley in apple blossom season.

Watsonville extends an invitation to the pleasure or the home seeker to visit its wonderful valley, to enjoy its healthful climate, and its beautiful scenery, and offers the assurance that the seeker for health, wealth and happiness will be well repaid.

### **SUNSHINE, FRUIT AND FLOWERS.**

The natural conditions of the soil and climate of Santa Cruz County are eminently fitted to the production of small fruits and flowers. The average temperature is 56 degrees. A freeze is a rarity, and roses, carnations and other beautiful flowers can be seen in bloom every day of the year. The bulb and cut flower business near Santa Cruz, and in the Pajaro Valley, is assuming large proportions. The income from this business in the vicinity of Santa Cruz is \$15,000 a year. The success of this business is all that need be said about the healthful and productive climate of this county. During the spring and summer wagonloads of cut flowers can be seen going to the trains or boats for shipment, and the orchards of the Pajaro Valley are a monster bouquet of bloom.

### **POULTRY.**

During the past few years Santa Cruz county has made great progress in the poultry industry. The cool salt air prevents the diseases and pests peculiar to poultry, and rail and water transportation to the metropolis, as well as a large local demand, makes the market all that can be desired.



## PERTINENT PARAGRAPHS

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Every locality in Santa Cruz county is rich in individual charm.

Nature has bestowed on Santa Cruz the smile that won't wear off.

Santa Cruz is the place for the man who wants a home and an income.

Health is more precious than wealth; have both in Santa Cruz county.

A half-mile municipal pier in one of the best harbors on the coast, means what?

Santa Cruz is spending \$300,000 in school improvements this year.

Watsonville invites the homeseeker and the healthseeker, knowing that if you come you'll stay.

Santa Cruz is an exposition of wonderful climate, wonderful scenery, wonderful products.

The great shows at San Diego and San Francisco are fully equaled by Nature's Wonderland at Santa Cruz.

The Pajaro valley exports 140,000 chests of strawberries and 5,000 cars of apples. What a place to raise a family.

The Santa Cruz mountains, jeweled with glistening waterfalls and beautiful streams, and guarded by giant redwoods, is indeed vacation land.

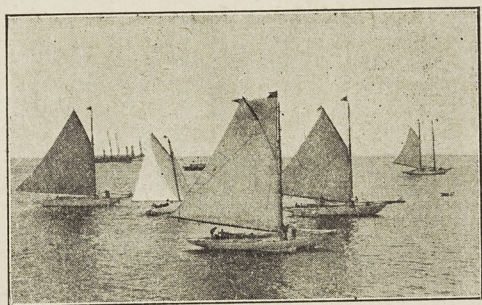
The pleasure seeker and the home seeker, viewing the fertility of Santa Cruz county, asks, Why? The answer is climate, soil, water.

Mountains, Big Trees, State Redwood Park, salmon, trout and sea fishing, automobilizing, boating, tennis, golf, yachting, unexcelled marine and mountain scenery, mild and healthful climate.

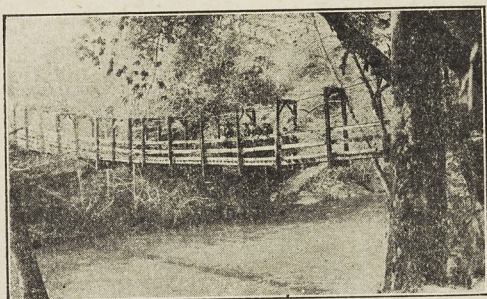




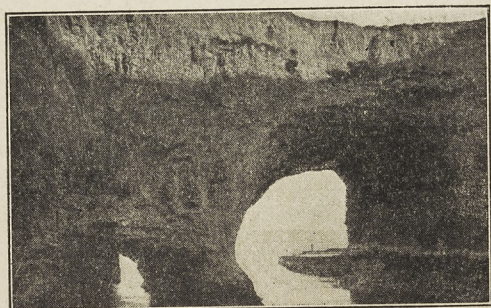
THE GOLF LINKS AT SANTA CRUZ



YACHTING ON THE BAY



SWINGING BRIDGE AT BIG TREES



CLIFF SCENE AT SANTA CRUZ